# **SunShot Prize**

## RACE TO THE ROOFTOPS

GUIDELINES AND PROCESS INTEGRITY

September 12, 2012



Multiple safeguards are in place to ensure the integrity of the SunShot Prize competition, the competition process, and the SunShot Prize brand. Sponsored by the U.S. Department of Energy (DOE), the SunShot Prize is the first government-sponsored technology deployment competition designed to spur novel public-private partnerships, original business models, and innovative approaches aimed at installing low-cost solar energy systems on rooftops across the nation. The competition will substantially accelerate America's transition to cost-competitive, distributed renewable electricity generation without subsidies. This document provides information on DOE's expectations for the SunShot Prize competition process.

The SunShot Prize competition is a combined effort between DOE and SunShot Prize teams and winners. This document is designed to provide guidance to all parties regarding:

- Promotion of teams
- Winner announcements
- Consumer marketing
- Use of the SunShot Prize mark (Inspired by SunShot)
- Misuse of the SunShot Prize mark or marketing guidelines

This document may be modified or updated over time to reflect new developments or to address questions raised by those participating in the SunShot Prize competition.

## 1. Promotion of Teams

This section provides guidelines for SunShot teams regarding promotion of their participation in the competition and use of the SunShot Prize name and mark, Inspired by SunShot. The SunShot Prize name and mark represent the development of sustainable, scalable business models and regulatory practices that enable low-cost rooftop solar electricity generation. Proper messaging and use of the SunShot Prize name and mark are critical to preserve consumer recognition and trust.

DOE and SunShot Prize teams are working to build awareness and support for the SunShot Prize competition, to ultimately motivate consumers to purchase, finance, or lease rooftop solar installations from SunShot Prize winners. DOE encourages SunShot Prize teams to publicize their involvement in the SunShot Prize competition through announcements, press releases, events, and other means, following the guidance provided in this document.

A prospective entity is not considered a "team" until it has submitted the registration to compete package and received a pre-submission assessment, as detailed in the Competition Requirements document. An entity that has only submitted the registration to compete

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package should not promote the entity's involvement in the SunShot Prize competition until accepted into the competition.

**SunShot Prize teams are strongly encouraged to coordinate with DOE on all announcements, events, and promotion of their involvement with the SunShot Prize competition.** This includes notification before events and sharing draft announcements prior to release. To contact the DOE for communications, announcements, and events related to the SunShot Prize competition email <a href="mailto:SunShot.Prize@ee.doe.gov">SunShot.Prize@ee.doe.gov</a>.

SunShot Prize teams must use the word "team" when writing and speaking about their involvement in the competition, to clearly distinguish "SunShot Prize teams" from "SunShot Prize winners." The competition requirements specify that entries must undergo rigorous evaluation including auditing of financial and accounting records and field assessments of solar installations. Teams must pass several gates before winners are declared, so careful and specific messaging is needed to avoid confusion.

At any given time, multiple teams may be at different stages in the competition process. The competition requirements state that the first, second, and third teams to successfully meet the full competition requirements in each assessment area will receive first, second, and third prizes, respectively.

The SunShot Prize name and mark may never be used in any manner that would imply DOE endorsement of a solar installer, a local or state government, a solar manufacturer, an electric utility, a nonprofit group, a financial institution, an institution of higher education, an association, or any other organization. Neither the SunShot Prize name nor mark may be used in any company name, product name, service name, domain name, or website title. Nor may the SunShot Prize name or mark be incorporated into any other logo, mark, or name.

#### 2. Winner Announcement

DOE anticipates that the announcement and promotion of SunShot Prize winners will occur in multiple waves, beginning with a major event where the first winner is announced. Subsequent waves of promotion will be driven by individual plans and timelines. The competition is designed to allow three winners, thus DOE anticipates up to three events/announcements. DOE plans to monitor and communicate the impact of these efforts, measuring the number of customers reached, rooftop installs incited, price for new installs, and other tangible benefits.

To ensure consistency of messaging and to leverage national and regional efforts, the joint announcement of a winning SunShot Prize team should be closely coordinated with DOE, the winning team, and SunShot Prize partners. Once DOE determines that announcement of a winner is pending, DOE will ask the SunShot Prize winner to share plans for marketing and promotional programs. SunShot Prize winners agree to coordinate with DOE on all announcements, events, and promotion. DOE expects to announce the SunShot Prize winners at major events or conferences, inviting a wide array of participants. These will include the winning team, SunShot Prize partners, and others who will participate in the promotion. Planning for this event will begin well in advance of the announcement, based on feedback from the DOE SunShot Prize team regarding entrant status in the competition process. This

includes notification before events and sharing draft announcements prior to release. To contact DOE for communications, announcements, and events related to the SunShot Prize competition email <a href="mailto:SunShot.Prize@ee.doe.gov">SunShot.Prize@ee.doe.gov</a>.

## 3. Guidelines for Consumer Marketing

This section provides guidelines for consumer messaging that can be used by SunShot Prize winners. The following linkage phrases may be used with the SunShot Prize mark in promotional or educational campaigns and to provide context for what it means to be a SunShot Prize participant or a SunShot Prize winner. Provided are examples of linkage phrases that comply with DOE's requirements.

Linkage Phrases	
SunShot Prize	Race to the Rooftops
SunShot Prize Winner	The Winner of America's Most Affordable Rooftop Solar Competition

#### 4. Use of the SunShot Prize Mark

The SunShot Prize competition is a partnership among solar developers, installers, local and state governments, manufacturers, electric utilities, nonprofit groups, financial institutions, institutions of higher education, associations, other organizations, and the Federal government. As part of this partnership, businesses and organizations can use the SunShot Prize name and mark. The Inspired by SunShot mark is a graphical element that can be used on its own or in conjunction with the name and tagline – SunShot Prize: Race to the Rooftops.



Organizations must enter into an agreement with DOE to use the mark, either as SunShot Prize winners or SunShot Prize teams. The logo and additional suggested messaging will be made available for this purpose.

Organizations using the mark must abide by the following general guidelines:

 The SunShot Prize name and mark may never be used in any manner that would imply DOE endorsement of a company, its products, or its services. Neither the SunShot Prize name nor mark may be used in any company name, product name, service name, domain name, or website title. Nor may the SunShot Prize name or mark be incorporated into any other logo, mark, or name.

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- The mark may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
- The mark may never be used in a way that would disparage SunShot Prize, DOE, partners, or any others involved in the competition.
- The mark may never be associated with teams that do not qualify as SunShot Prize winners.
- Partners and other authorized organizations are responsible for their own use of the SunShot Prize mark, as well as use by their representatives, such as advertising agencies and implementation contractors.

Organizations using the mark must abide by the following review policy:

- DOE must approve any major educational or promotional campaigns that feature the SunShot Prize mark or name prior to final production or printing. Materials should be submitted to <u>SunShot.Prize@ee.doe.gov</u> and will be reviewed for consistency with these guidelines within three business days of receipt of the materials.
- Advertisements where the mark is placed next to qualified campaigns do not need to be approved.

## 5. Misuse of the SunShot Prize Mark or Marketing Guidelines

DOE actively monitors proper use of the SunShot Prize name and mark to preserve and protect consumer recognition and trust. The following guidelines explain the general course of action to address any misuse of the SunShot Prize mark or marketing guidance.

- Anyone who misuses the mark or marketing guidance will be contacted in writing.
- A reasonable amount of time will be given to correct the error(s) per DOE's discretion.
  The timeframe will be dependent upon the medium in which the misuse occurred and the severity of the misuse.
- DOE will follow up to ensure that the error(s) has (have) been corrected. Failure to make the correction may result in termination of participation in the SunShot Prize competition and/or legal action.

If you have any questions regarding use of the mark or marketing guidance, or potential misuse, contact SunShot.Prize@ee.doe.gov.

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